

# City of Maple Valley

## Citizens and Business Community Satisfaction Research 2015

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# Research Goals and Objectives

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## Research Goal

The goal of this research was to conduct a community assessment that will provide data for an update of Maple Valley's Comprehensive Plan. This research will provide the science from which the strategies for the comprehensive plan will follow. The research will assess the community needs and also the potential/increased sources of revenue. Findings from this research will be compared to the prior study conducted in 2012, which will show trends in the community assessment by residents of Maple Valley.

## Research Objectives

The following objectives were addressed in this research:

### Citizen Satisfaction Survey

1. Determine how long the citizens have lived within the City
2. Determine the citizens' level of satisfaction with the level of service provided by the city departments and events
3. Determine which community events and/or activities they have participated in within the last 2 years and their overall satisfaction with their experience
4. Determine their willingness to support the improvement and expansion of the Summit Park and Ballfields including baseball, tennis, picnic, basketball, fitness trail, play area and additional parking
5. Determine the level of importance of the city attributes in terms of city tax dollar allocations and their satisfaction with specific city attributes
6. Evaluate overall quality of life for residents of Maple Valley
7. Evaluate the importance of attracting more businesses and economic growth so that they would have more opportunity to live and work in the city
8. Identify the types of economic developments, jobs and/or industries the citizens would like to see attracted, located, and developed in the City of Maple Valley

# Research Goals and Objectives

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9. Determine the citizens' level of support for the development of zoning and locations for green manufacturing, commercial/business properties, and high-tech advanced manufacturing program through Tahoma School District in Maple Valley
10. Determine the city, employer, and position of the workforce that lives in Maple Valley
11. Assess the willingness of residents to work in Maple Valley if more jobs in their field were made available
12. Determine the impact of current fuel price to the citizens
13. Determine the type of housing residents live in and housing ownership type (rent or own)

## **Business Community Survey**

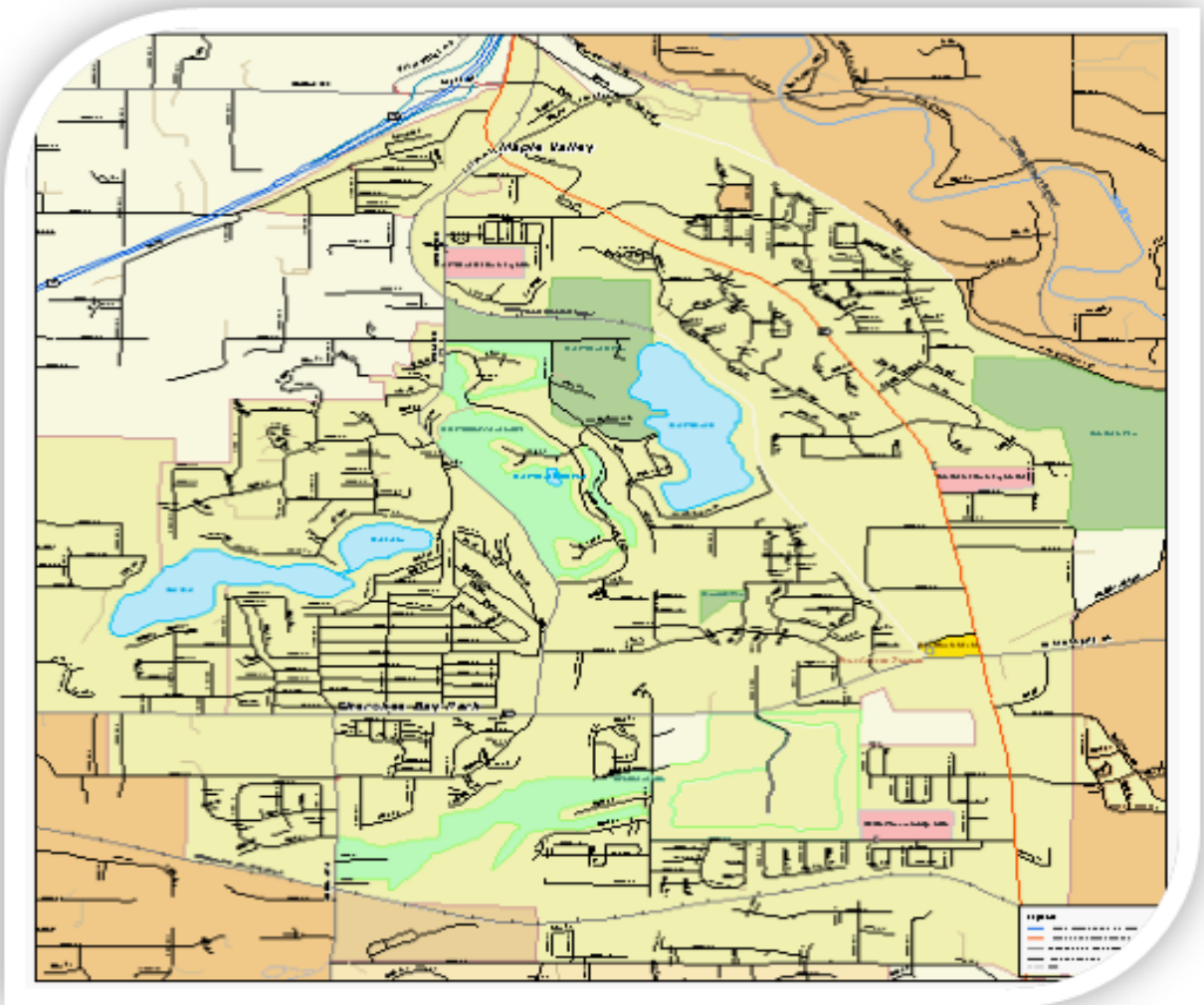
14. Identify how long the respondents have been working in the company's current location and how long the companies have been located within the city
15. Find out why the businesses moved to Maple Valley location
16. Identify the total number of FTE (Full Time Employees) in the businesses
17. Identify decision makers for the businesses' location/relocation
18. Determine the businesses' facilities type of ownership (lease vs. own) and their terms of remaining financing or lease
19. Measure the businesses' level of satisfaction towards their current location
20. Identify expansion attributes and possibilities for businesses in regards to area, criteria, square footage and budget
21. Determine how long companies have been in business

# Research Methodology

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## Sample Frame

The sampling frame utilized a stratified probability sample of 400 residents within the City of Maple Valley based on the same sampling frame that was used in prior surveys. In addition, the research sample included 75 existing businesses within Maple Valley and 75 businesses outside of Maple Valley that fit the desired criteria and have the potential to relocate within the City of Maple Valley. A longitudinal panel was also built in order to compare to prior research. The maximum margin of error associated with a sample size of 400 residents and 150 businesses is  $\pm 4.17\%$  at the 95% confidence level.



# Research Methodology

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## **Sampling Variables**

In addition to sampling within a specified area, Hebert Research understands the importance of accurately gathering data based upon the demographic makeup of the city. The following demographic variables will be taken into consideration and will result in the most accurate reflection of the citizens of Maple Valley's perspectives.

### **Age**

A critical area to analyze when properly stratifying a sample is the age of the respondents. If there is too large of a discrepancy from one age group to the next, the data collected from the sample may be more representative of one age group than another, which may not accurately reflect the opinions of the city as a whole. Those under the age of 18 years old will not be surveyed.

### **Gender**

In addition, Hebert Research will stratify and weigh the sample based upon respondent gender. The current make-up of Maple Valley residents is fairly even with 50.2% female and 49.8% male which equates to a sample size of 201 females and 199 males.

### **Questionnaire**

Hebert Research in conjunction with the City of Maple Valley, will create a questionnaire containing 26 to 30 questions. The questionnaire will address the research goals and objectives of the City of Maple Valley.

### **Quality Control and Analysis Techniques**

The following techniques have been proven to be efficient by Hebert Research and result in the most accurate and actionable data. The techniques used were as follows:

*A. Monitoring and Verification – Daily Reports to Internal Staff*

Data collection was monitored daily to ensure that the interviews were accurate and on task with the City of Maple Valley's objectives.

*B. Pre-Test Survey*

Hebert Research pre-tested the survey with 20 residents of the City of Maple Valley to ensure that all skip patterns and logic work correctly.

*C. Conduct Interviews*

All interviews were conducted using computer-aided interviewing (CATI) software (Ci3). Responses were entered into the computer as the interviews were being conducted, eliminating a potential source of error from data entry.

# Research Methodology

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## *D. Preliminary Analysis*

Hebert Research assessed survey responses for accuracy and validity before the creation of the data file. The Research Analyst examined the data for outliers, inconsistent responses, data that is misspelled or otherwise entered incorrectly, and other questionable data.

## *E. Univariate Analysis*

Univariate analysis consisted of describing and analyzing the responses by each variable and for each group or area. The responses were shown graphically in most cases or in table format in cases where a large number of different responses were listed. Averages were stated, and the observed variability and shape of the distribution explained in a clear, understandable manner to aid in understanding the data and relating the findings to the research goals.

## *F. Multivariate Analysis*

Tests of statistical differences and measures of association between and within the subsets of the sample were conducted. Examples of the dependent variables would include gender, age, life changes and other demographics.

- *Correlation matrices* were used to understand the relationship between independent variables. These specifically included satisfaction with the City of Maple Valley services and related variables and comparisons with neighboring cities.
- *Discriminant Analysis* was performed to develop an equation based upon key underlying variables which can accurately assign a respondent to a specific group such as those who are highly satisfied with particular government services. This analysis helped to identify which City of Maple Valley government services need the most attention and resources allocated to them.
- *Derived Importance* was the analysis of what was important to the residents of the City of Maple Valley and compared these attributes to their current levels of satisfaction. This analysis created a perceptual map which allowed for areas of opportunity and risk to be addressed and assisted in the determination of where to properly allocate resources.

# Respondent Profile

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The following tables summarize the respondents' demographic profile for both the citizen survey and the business community survey.

## Citizen Survey

The following table shows the gender proportions of the respondents for the citizen survey. 44.6% of citizen survey respondents were males and 55.4% were females.

Gender	
Male	44.6%
Female	55.4%

The age of the respondents in the citizen survey were distributed as follows.

Age	
18 to 34	28.3%
35 to 44	27.5%
45 to 54	22.6%
55 to 64	11.9%
Over 65	9.7%
Mean Age	45 years old

The respondents have lived in the city for an average of 13.24 years.

## Business Community Survey

To address the research goal and objectives, Hebert Research conducted 150 interviews among businesses within the city as well as businesses surrounding the city (outside the City of Maple Valley). Half of the business respondents were located within the city, while the other half of the respondents were located outside (but surrounding) the City of Maple Valley.

Business Location	
Maple Valley Businesses	50%
Non-Maple Valley Businesses	50%



## Respondent Profile

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The following table shows the gender proportions of the respondents for the business community survey. 54.3% of citizen survey respondents were males and 33.8% were females with 11.8% who declined to state their gender.

Gender	
Male	54.3%
Female	33.8%

In average, the business respondents have been working in the company's current location for 10.18 years. The respondents who were located within the City of Maple Valley reported that their companies have been located within the City for 7.33 years.

# City Services Satisfaction

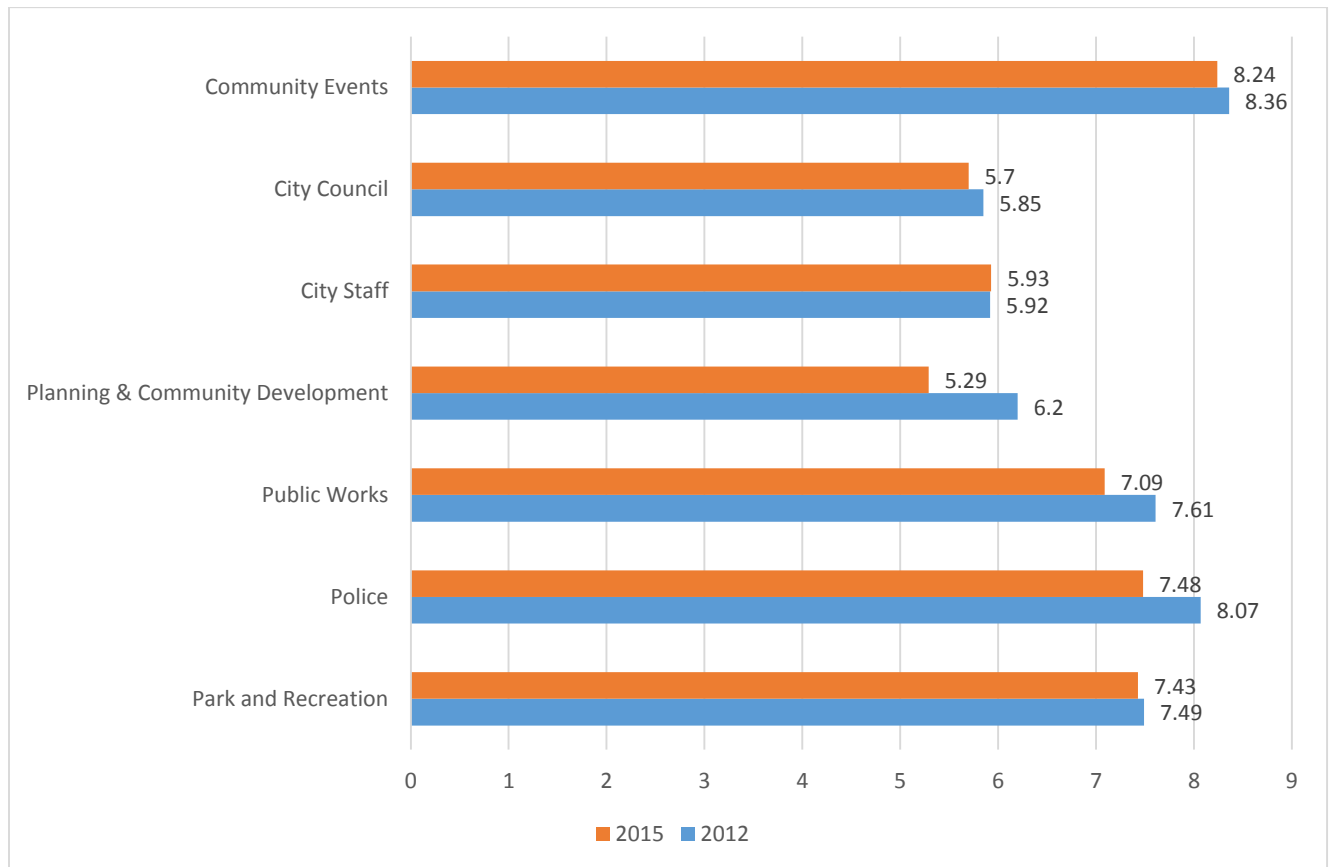
Citizens were asked to rate their level of satisfaction for the different departments in the city, from a 0 to 10 scale (0 = not at all satisfied, 10 = extremely satisfied). The following table compares the current satisfaction levels to the 2012 satisfaction levels.

Level of Satisfaction in City Services					
Departments	Year	Mean	Std. Dev	Kurtosis	p Value
Park and Recreation	2012	7.49	1.83	.229	.735
	2015	7.43	2.17	2.47	
Police	2012	8.07	2.03	2.16	.010*
	2015	7.48	2.7	1.83	
Public Works	2012	7.61	1.93	1.44	.000*
	2015	7.09	2.99	.67	
Planning & Community Development	2012	6.2	2.4	-.71	.000*
	2015	5.29	2.99	-1.01	
City Staff	2012	5.92	2.57	-.244	.266
	2015	5.93	3.32	-.897	
City Council	2012	5.85	2.5	-.933	.807
	2015	5.7	3.01	.341	
Community Events	2012	8.36	1.71	1.16	.136
	2015	8.24	1.94	4.61	

\*Police, Public Works, and Planning & Community Development were statistically significant

Respondents reported they are significantly less satisfied with the police department in 2015 than they were in 2012. Satisfaction with planning and community development also went down in 2015 versus 2012. The rest stayed relatively the same. The bar graph below shows the levels of satisfaction between 2015 and 2012 for city services of Maple Valley.

# City Services Satisfaction

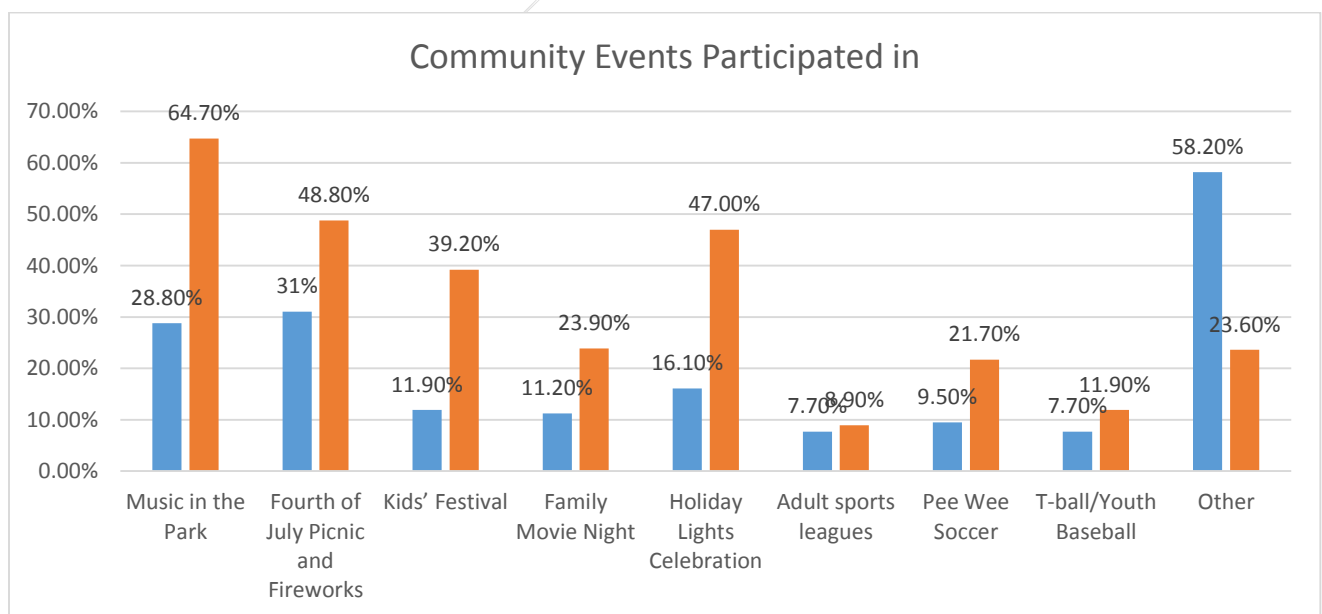


# Community Events

The respondents were asked to list the community events that they have participated in within the past 2 years. The majority (87.8%) of the respondents claimed they did not attend any community events within the city in the past 2 years. The remaining 12.2% of the respondents reported they attended the following events:

Community Events They Participated in	
Community Events	Attend
Music in the Park	28.8%
Fourth of July Picnic and Fireworks	31%
Kids' Festival	11.9%
Family Movie Night	11.2%
Holiday Lights Celebration	16.1%
Adult Sports Leagues	7.7%
Pee Wee Soccer	9.5%
T-ball/Youth Baseball	7.7%
Other	58.2%

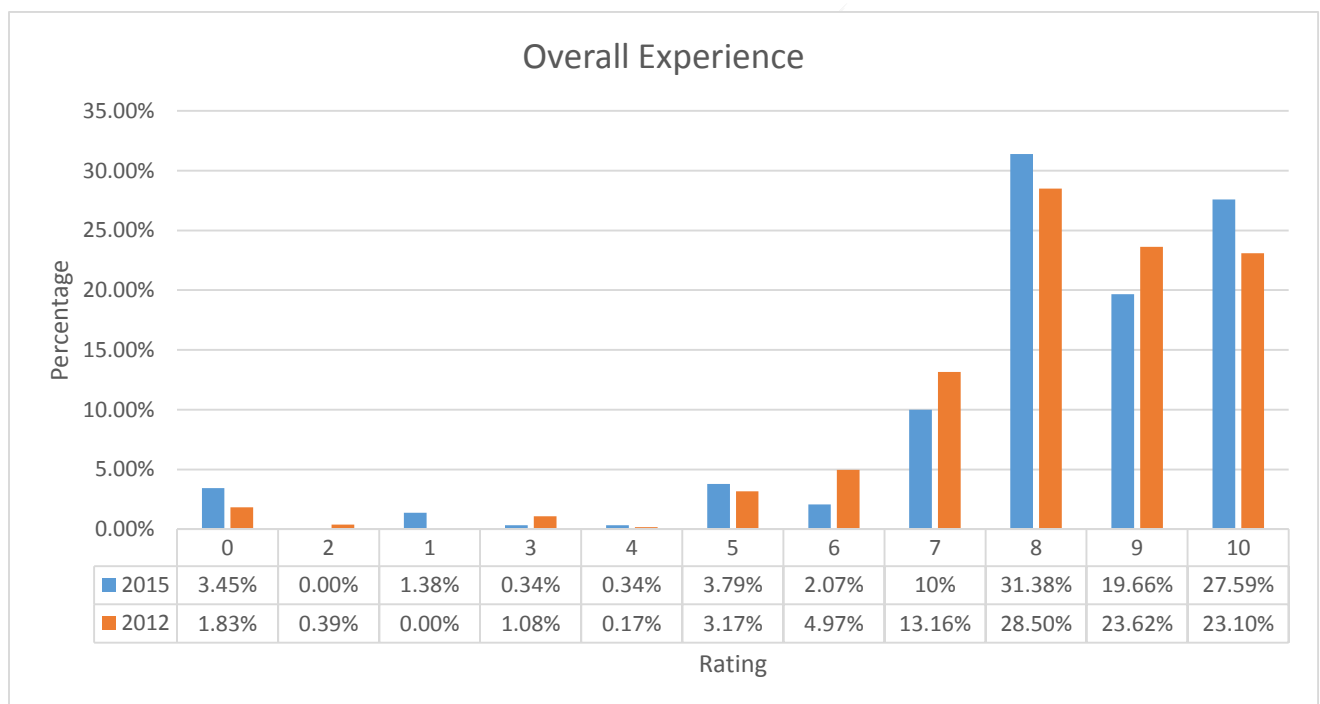
Fourth of July Picnic and Fireworks were the most popular community event among the respondents with 31% of the respondents claiming they participated in the event. Music in the Park was the second most participated event (28.8% respondents participated).



## Overall Experience at Events, Activities, Programs Attended

The respondents were asked to rate their overall experience at the events, activities, and programs they have attended on a scale from 0 to 10 (0 = “very poor” and 10 = “excellent”). The following table presents the comparison of values in 2012 and 2015. Overall, the experience at the city events, activities, and programs have increased by .25% from 2012 to 2015.

Overall Experience at Events Attended		
Statistics	2015	2012
Mean	8.39	8.14
Standard Deviation	1.87	1.85
Kurtosis	6.99	6.16
p-Value	.272	



Respondents reported they were very satisfied with the overall experience at events, activities and programs they had attended.

## Summit Park and Ballfields Project

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In 2012, 34.95% respondents were willing to support the Summit Park and Ballfields Project with an additional tax, 41.1% were not willing to support, while the remaining refused to answer. In this research, we tested the respondents' willingness to support the project at three different levy tax rates for three different levels of improvement and expansion of the park. Respondents of the survey randomly received one of the following scenarios:

1. The improvement and expansion of the Summit Park and Ballfields that include baseball, tennis, picnic, basketball, fitness trail, play area, and additional parking, with a debt issued at \$10 million (capital expenditure). This would cost owners of a \$385,000 Maple Valley home (tax assessed home value) an average of \$7.61 per month.
2. The improvement and expansion of the Summit Park and Ballfields including baseball, tennis, picnic, basketball, fitness trail, play area, and additional parking, and the improvements of Lake Wilderness Park, with a debt issued at \$15 million (capital expenditure). This would cost owners of a \$385,000 Maple Valley home (tax assessed home value) an average of \$11.42 per month.
3. The improvement and expansion of the Summit Park and Ballfields including baseball, tennis, picnic, basketball, fitness trail, play area, and additional parking, the improvements of Lake Wilderness Park and the Lake Wilderness Golf Course, and the expansion of Dog Park & Community Garden, with a debt issued at \$20 million (capital expenditure). This would cost owners of a \$385,000 Maple Valley home (tax assessed home value) an average of \$15.22 per month.

The following table shows the citizens' level of support for each scenario.

## Summit Park and Ballfields Project

Willingness to Support Summit Park and Ballfields Project						
Improvements	Debt Issued (in capital expenditure)	Tax Assessed Home Value	Levy Tax Rate	Mean	Std. Dev.	Kurtosis
1. Expansion of Summit Park and Ballfields	\$10 Million	\$385,000	\$7.61	6.83	3.054	-.154
2. Expansion of Summit Park and Ballfields and the improvements of Lake Wilderness Park	\$15 Million	\$385,000	\$11.42	5.51	3.628	-1.397
3. Expansion of Summit Park and Ballfields, improvements of Lake Wilderness Park and the Lake Wilderness Golf Course and the expansion of Dog Park & Community Garden	\$20 Million	\$385,000	\$15.22	5.52	3.524	-1.338

### Multivariate Analysis (test sign. Diff between the 3 different rates)

Among the three scenarios, improvement and expansion of the park that includes baseball, tennis, picnic area, basketball, fitness trail, play area, and additional parking, with a debt issued at \$10 million in capital expenditure, which would cost the owners of a \$385,000 Maple Valley home (tax assessed home value) and average of \$7.61 per month, got a higher average level of support. The price elasticity from the third option to the second option is .72 and it is inelastic and from the third option to the first option, or overall, is .474, and it is also inelastic. The percentage change is that the price is greater than the resulting percentage change in demand, or likelihood to pay.

## City Attributes

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The citizens were asked to state their level of satisfaction on a scale ranging from 0 to 10 (0 = “not at all satisfied”, 10 = “extremely satisfied”) in the following three attributes:

1. Access to public transportation (King County Metro)
2. Condition of streets and sidewalks (only the city streets within Maple Valley)
3. Street Lighting

The table below shows 19.81% of the citizens stated that they were highly satisfied (rating of 8-10) with the access to public transportation such as King Count Metro in the city, 45.57% of the citizens were highly satisfied with the condition of streets and sidewalks within the city, and 45.57% of the citizens were highly satisfied with the city’s street lighting.

Level of Satisfaction in City Attributes				
City Attributes	Mean	Std. Dev	Kurtosis	% Stating High Satisfaction (8 to 10)
1. Access to public transportation (King County Metro)	4.22	3.25	-1.18	19.81%
2. Condition of streets and sidewalks (only the city streets within Maple Valley)	6.68	2.35	-.29	45.57%
3. Street Lighting	6.64	2.66	-.45	45.57%



## City Tax Dollars Allocation

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The respondents were asked to rate the level of importance in terms of tax dollar allocations for the different departments from a scale of 0 to 10 (0 = “not at all important”, 10 = “extremely important”):

1. Road and Maintenance
2. Police
3. Park Facilities and Recreation Programs/Cultural Arts
4. Economic Development
5. City Sponsored Events
6. Social Services

Road and Maintenance was seen as highly important by 55.21% of the respondents. Average level of importance for Road and Maintenance was 7.43. The respondents also believed that tax allocation for Police Department was highly important (67.2%). Mean of importance for Police Department was 8.01.

Level of Importance in Terms of Tax Dollars Allocations				
Departments	Mean	Std. Dev	Kurtosis	% Claiming High Importance (8 to 10)
1. Road and Maintenance	7.43	2.32	1.98	55.21%
2. Police	8.01	2.09	3.86	67.2%
3. Park Facilities and Recreation Programs/Cultural Arts	7.28	2.07	.983	53.35%
4. Economic Development	6.66	2.26	1.08	41.64%
5. City Sponsored Events	6.65	2.27	.48	41.75%
6. Social Services	6.48	2.77	.218	42.61%

## Residents' Quality of Life

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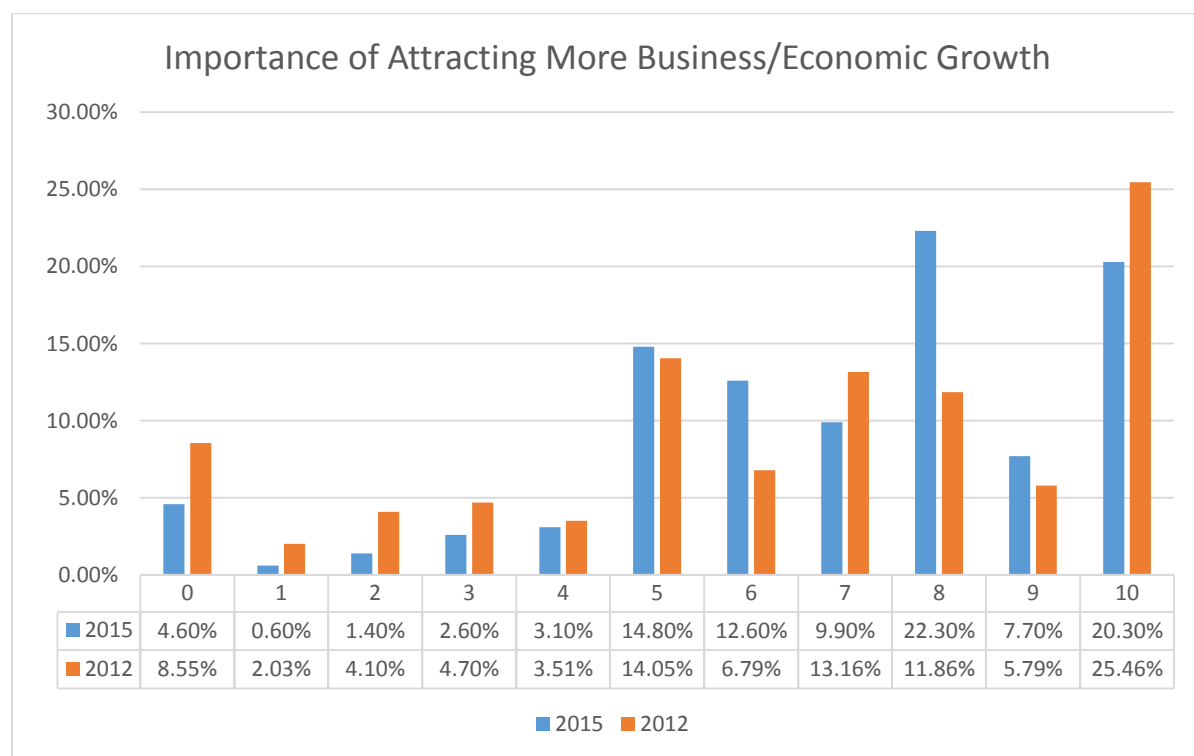
The quality of life of the residents is an important value for any city, including the City of Maple Valley. In general, Maple Valley residents expressed that they live an enjoyable life in the city. The city residents' were asked to rate their quality of life from 0 to 10, 0 = "a very low quality of life", 10 = "a very high quality of life". In 2015, Hebert Research found that the average rating for the city was 8.29 with 75.71% of the respondents rated a high quality of life (rated 8 to 10). This means that respondents are enjoying a higher quality of life now than they did in 2012. The chart below illustrates this finding.

Residents' Quality of Life		
Statistics	2015	2012
Mean	8.29	8.14
Standard Deviation	1.57	1.85
Kurtosis	4.11	6.16
P Value	.000	

# Business and Economic Growth

## Importance

The citizens were surveyed on the importance of attracting more business and economic growth for the purpose of having more opportunities to live and work in the city. In 2012, the average level of importance was 6.43, while in 2015 the level of importance was 6.94. The table below shows the values for both years. It was also discovered that 50.16% of the 2015 respondents considered attracting more business and economic growth to be highly important (rated 8 to 10).



Importance of Attracting More Business/Economic Growth		
Statistics	2015	2012
Mean	6.94	6.43
Std. Deviation	2.573	3.16
Kurtosis	0.532	-0.65

# Business and Economic Growth

## Multivariate Analysis

Respondents in 2015 gave a significantly higher rating for their quality of life than in 2012. See the previous chart for the difference between ratings (p value =.000).

## Types of Economic Development

When the citizens were asked about the types of economic developments they would like to see attracted, located, and developed in the city (they could mention more than one), 27.6% said they would like to see more energy efficient technologies, 36.9% wanted to see more high-tech companies, 13.5% said advanced manufacturing companies, and 52.4% mentioned other types of companies. The other types of companies mentioned were the following: movie theaters, restaurants, and green/eco-friendly companies.

## Types of Jobs and Industries

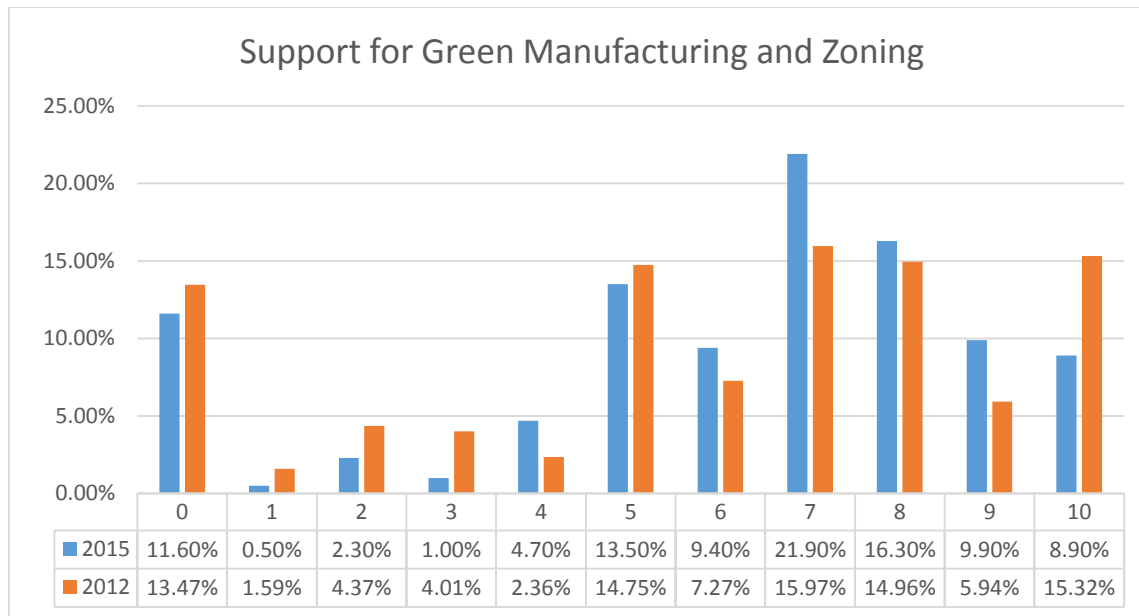
The citizens were asked to indicate the type of jobs and/or industries they would like to see brought to the City of Maple Valley. The following table represents the values in 2012 and 2015. In 2015, a demand for advanced manufacturing jobs (8.6%) was found.

Jobs/Industries People Would Like to See in Maple Valley		
Industry	2015	2012
Real Estate	4.20%	11.50%
Medical	19.70%	49.60%
Technology	23.10%	43.60%
Hospitality	15.70%	40.80%
Retail	27%	55.20%
Professional Services	11.90%	36%
Commercial Builders	5%	14.60%
Advanced Manufacturing	8.60%	N/A
Other	31.50%	16.90%
Refused/DK	20.90%	N/A

The reasoning for the statistical differences between 2015 and 2012 data is because of the “other” category. For 2015, there is an approximate 15% increase in answers that fell within the “other” category versus 2012.

## Zoning and Locations for Green Manufacturing

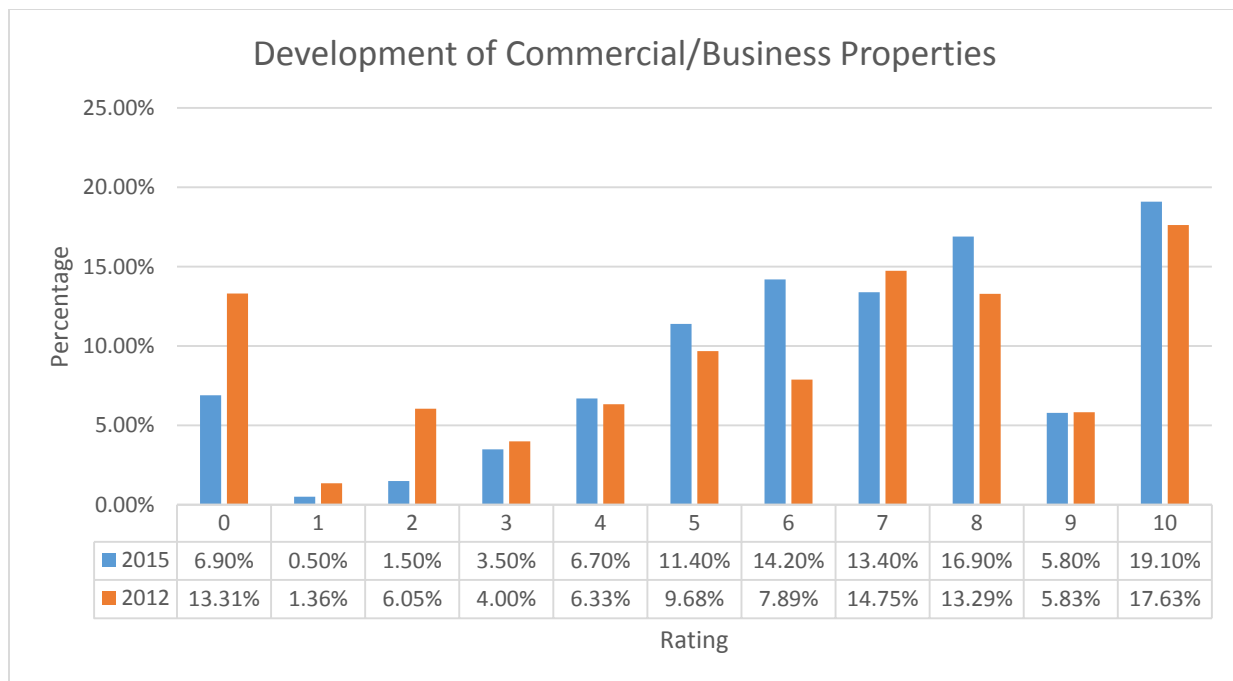
The respondents were also asked to state their level of support on a scale ranging from 0 to 10 (0 = “do not support at all” and 10 = “extremely support”) for the development of zoning and locations for green manufacturing in Maple Valley. The mean for their level of support was 6.13 out of a total 10. It was discovered that 66.7% of the respondents claimed to be supportive (rated 6-10) and 35.3% of the respondents claimed high level of support (rated 8-10) for the development of zoning.



Zoning and Locations for Green Manufacturing		
Statistics	2015	2012
Mean	6.13	6.35
Standard Deviation	2.875	3.064
Kurtosis	0.032	-0.76

## Commercial & Business Properties

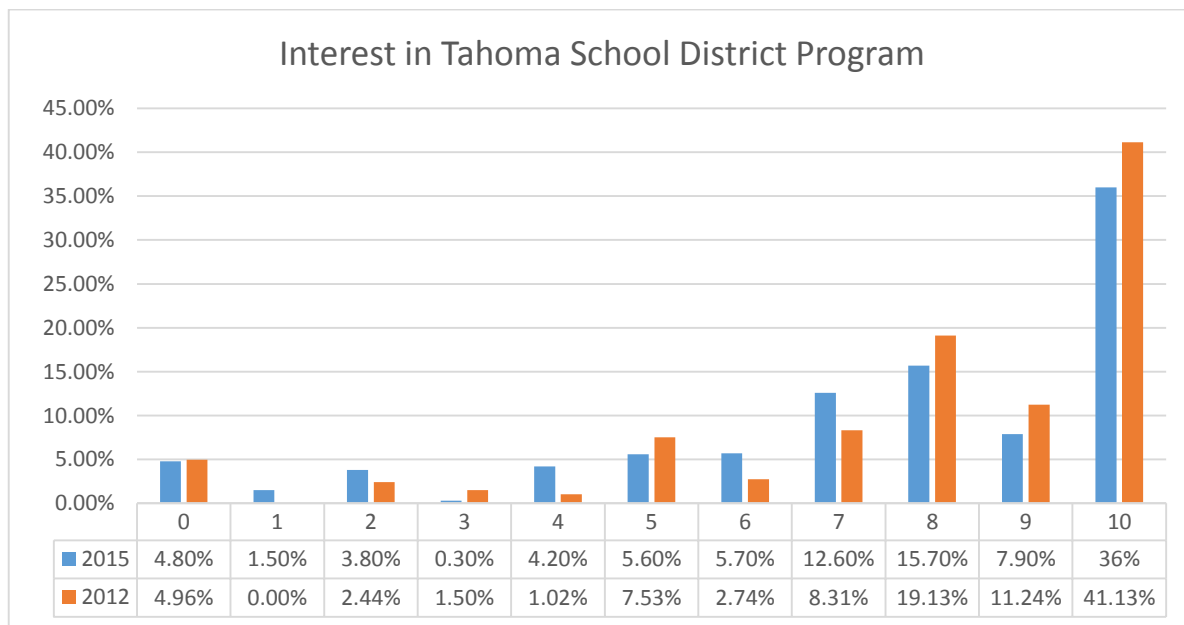
The respondents were also asked to state their level of support on a scale from 0 to 10 (0 = “do not support at all” and 10 = “extremely support”) on the importance of the development of commercial/business properties in Maple Valley. The purpose of these developments is to provide well-paying and sustainable jobs in order to improve the local economy. The mean for their level of support was 6.55. It was discovered that 69.5% of the respondents claimed to be supportive (rated 6-10), and 41.8% of the respondents claimed high level of support (rated 8-10).



Development of Commercial/Business Properties		
Statistics	2015	2012
Mean	6.55	6.12
Standard Deviation	2.769	3.289
Kurtosis	0.071	-0.94

## Program through Tahoma School District

The respondents were asked to state their level of interest on a scale ranging from 0 to 10 (0 = “do not support at all” and 10 = “extremely support”) for incorporating a program through Tahoma School District for preparing students in high-tech and advanced manufacturing occupations without the need for a four-year degree in Maple Valley. The mean level of interest was 7.91. It was discovered that 79.5% of the respondents felt rated it as important (rating of 6-10), and 60.6% of the respondents claimed high level of importance (rating of 8-10).



Interest Program through Tahoma School District		
Statistics	2015	2012
Mean	7.48	8
Standard Deviation	2.866	2.463
Kurtosis	0.623	1.83

# Community and Business Development

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## Employment Information

The following is a table representing the working status of the respondents compared to the respondents in 2012.

Working Status	2015	2012
40+ hours a week	49.40%	53.83
Less than 40 hours a week	21.20%	20.15%
Does not currently work	13.50%	13.78%
Retired	13.60%	12.24%
Refused/DK	2.40%	N/A

In 2015, 36.4% of respondents stated that they worked in Maple Valley which is significantly higher than 2012 (25.39%).

## Industry

In 2015, the respondents were asked about the industry they worked in, the table below represents the findings.

Industry	2015	2012
Real Estate	1.2%	.82%
Medical	15.3%	19.12%
Technology	15.1%	18.97%
Hospitality	1.1%	1.52%
Retail	2.5%	5.48%
Professional Services	10.4%	33.65%
Commercial Builders	2.7%	4.37%
Other	51.6%	16.07%

The medical industry had the highest grouping of respondent careers (15.3%) although the majority of the respondents identified within the “other” category for the field they worked in (51.6%). Common fields that fell into the other category were government, education, homemaker and aerospace.



## Community and Business Development

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Respondents were then asked to elaborate on the company they worked for. The specific company where the highest number of respondents worked was Boeing (4.5%), 33% reported working at Microsoft and 0.8% work at PACCAR. The majority of respondents worked at companies that were not listed in the survey (69%). Popular places people worked were for the City of Seattle, City of Bellevue, government, and schools or other educational facilities.

### Commuting Factors

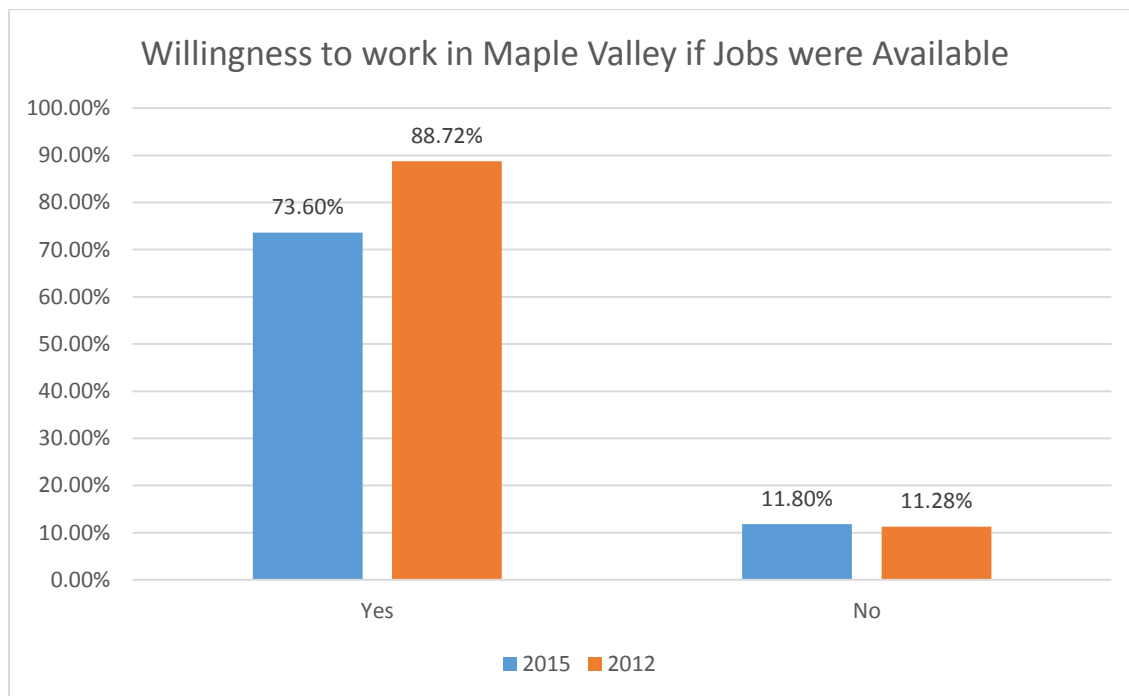
Respondents were surveyed regarding their commute to work. For 2015, respondents reported an average 29.52 miles round trip from home to work. This finding is a little over a half a mile higher (.65mi) than the average commute distance in 2012 (28.87mi).

Length of Commute		
Miles	2015	2012
0 to 5	24.90%	18.40%
6 to 10	8.70%	6.00%
11 to 20	11.60%	14.60%
21 to 30	8.80%	25.00%
31 to 50	20.40%	19.60%
51 or More	25.60%	16.40%
Mean	29.52	29.41
Std. Deviation	24.372	23.83
Kurtosis	-1.009	7.67

## Community and Business Development

### Willingness to Work in Maple Valley if Jobs were Available

Respondents were later asked if they would be willing to work in Maple Valley if more jobs in their industry were available. In sum, 73.6% responded that they would be willing to work in Maple Valley while 11.8% stated that they would not, leaving the remainder that did not know or refused to answer (14.6%).



# Community and Business Development

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## Fuel Prices

Fuel prices are a factor that can impact certain activities a person participates in. For this reason, respondents were asked how current fuel prices impact their daily lives. According to the survey, fuel price largely impacts the area people choose to shop and in 2015, 30.9% of respondents shop closer to the city. This is much lower than 2012 where 39.6% shopped closer to the city as a result of being affected by the fuel prices. The results are as follows:

Fuel Price Impacts		
Impact	2015	2012
Shop closer to the city	30.9%	39.6%
Use the local parks system	11.9%	0.83%
Use public transportation	14.5%	5.81%
Look for possible employment within the city	11.5%	8.98%
Other	60.8%	44.78%

Many of the respondents responded that the fuel price did not impact their daily lives due to fuel prices going down in 2015, which as a result, contributed to the “other” category.

## Business Community Survey

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150 businesses inside the city of Maple Valley along with businesses surrounding the city were surveyed along with the residents of Maple Valley. Half of the businesses were located inside of the city while the other half were outside of the city. When asked why the businesses moved to Maple Valley, a large amount of responses were that the businesses were started up there. Businesses were then asked what percentage of their employees were estimated to live and work in Maple Valley. The averages of the responses stated that 10.2% live in the city, 11.81% worked in the city and 12.15% lived and worked in Maple Valley. The average amount of years the respondents reported their company's been in business was 18.64 years.

### Full Time Employees (FTE)

In order to accurately assess the average size of the businesses being surveyed, they were asked how many full time employees were currently employed in their business. The results found that the companies surveyed had an average of 6.75 FTE's. The majority of respondents (50.7%) reported having only one employee or less. This shows that most of the businesses that were surveyed are small business owners or self employed

### Business Decisions

Businesses were surveyed in regards to who is involved in the decisions of the company's current and future locations. The majority of businesses in 2015 reported that the owner was the one involved in those decisions (87.3). The following chart shows the positions that were surveyed for this question:

Decisions of the Company	
Position	2015
Owner	87.3%
Partner of the company	6.8%
CEO	3.7%
COO	3.6%
CFO	2.2%

Out of the businesses surveyed, 47.7% of them reported they lease their facility, 41.5% own their facility and the remaining 10.8% did not know or refused to answer.

## Business Satisfaction of Current Location

In 2015, Businesses were asked to describe their level of satisfaction towards their current location in regards to certain attributes. Businesses rated the attributes on a scale of 0 to 10, with 0 = “not at all satisfied” and 10 = “extremely satisfied”

2015 Level of Satisfaction			
Attribute	Mean	Standard Deviation	Kurtosis
Annual cost leasing/owning property, taxes, insurance & utilities	6.31	2.851	-3.27
Accessibility to clients/customers	7.46	2.377	1.168
Accessibility to recruit employees and retain them	5.85	3.623	-1.058
Cost & availability of parking	6.82	3.568	-0.598
Business friendliness of the local government	6.75	2.715	-0.18

### Annual Cost Leasing/Owning Property, Taxes, Insurance & Utilities

For 2015, 59.9% Businesses had reported a satisfied rating (6-10) of annual cost leasing/owning property, taxes, insurance and utilities, and 39.7% of those respondents rated a high satisfaction (8-10) for those areas, which was the lowest out of all the attributes. The average rating for this category was a 6.31 out of 10.

### Accessibility to Clients/Customers

For this category, businesses scored the highest on their level of satisfaction, with an average rating of 7.46 out of 10. 77.9% of respondents gave a rating of 6-10 (satisfied to extremely satisfied) and 58.8% reported a rating of 8-10 (highly satisfied)

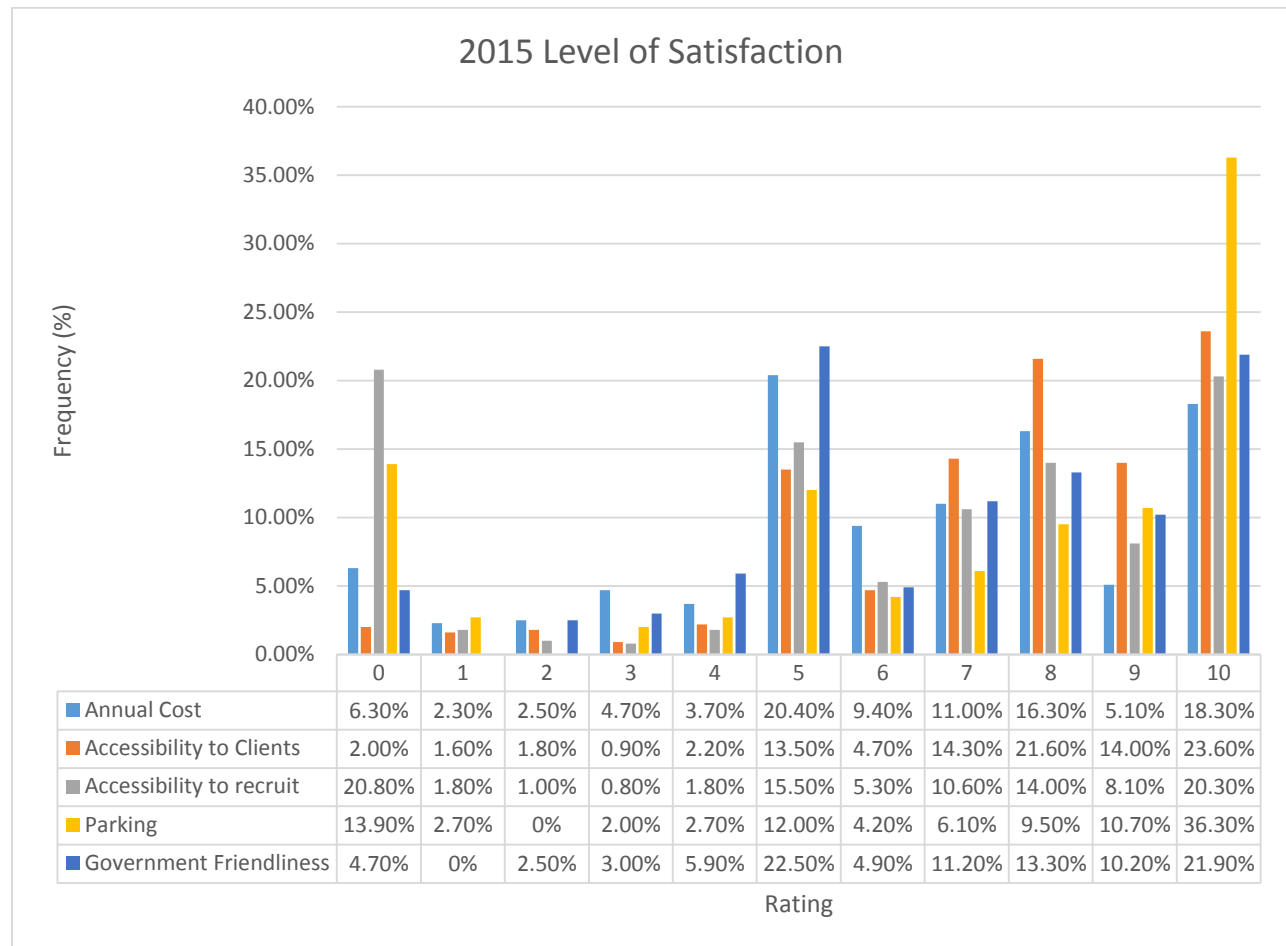
### Accessibility to Recruit Employees and Retain Them

With an average rating of 5.85, this attribute fell just about in the middle on the satisfaction scale. 58.3% of businesses rated a 6-10 (satisfied to extremely satisfied) while 42.6% rated 8-10 (highly satisfied).

### Cost & Availability of Parking

The percentage of businesses reported being satisfied (6-10) was 66.7% while 56.4% reported a high satisfaction (8-10) towards the cost and availability of parking. The average for this area was a 6.92 out of a total 10.

## Business Satisfaction of Current Location



# Business Satisfaction of Current Location

## Business Friendliness of the Local Government

Businesses reported a mean of 6.75 out of 10 rating for business friendliness of the local government. 61.3% of the respondents rated 6-10 (satisfied to extremely satisfied) while 45.4% of the respondents rated the attribute an 8-10 (high satisfaction).

## Size of Companies' Current Location

Businesses were asked how many square feet of their company's current location is being used. The businesses reported an average of 3050.17 square feet of property was currently used by the company.

## Multivariate

When businesses were separated according to location, their satisfaction levels were relatively similar aside from two attributes. The accessibility to recruit employees and retain them attribute scored higher for the non-Maple Valley businesses (6.96) than the Maple Valley businesses (4.94). This shows that that Maple Valley businesses are not highly satisfied with this attribute due to their location being in an area where it is more difficult to recruit employees than businesses who are not located within Maple Valley. The second attribute which had relatively different scores was for the cost and availability of parking. Maple Valley businesses were satisfied with this attribute (6.08) while non-Maple Valley businesses were even more satisfied (7.68). An analysis of this would be because parking in the city is harder and there may not be as many parking lots as there would be outside of the city.

Attribute	Maple Valley Business		Non-Maple Valley Business	
	Mean	Standard Deviation	Mean	Standard Deviation
Annual Cost leasing/owning property w/ taxes, insurance, & utilities	6.25	2.8	6.38	2.9
Accessibility to clients/customers	7.24	2.4	7.72	2.2
Accessibility to recruit employees and retain them	4.94	3.9	6.96	2.9
Cost & availability of parking	6.08	3.9	7.68	2.9
Business friendliness of the local government	6.68	2.9	6.86	2.4

# Business Expansion

## Business Expansion/Relocation

Businesses were given a scenario in order to measure their interest in expansion and relocation within Maple Valley. They were asked if Maple Valley had approximately 100 acres of land available adjacent to the regional High School educational center with a direct access to Highway 18, and is not in the flood lane, how interested they would be to consider this location for business expansion/relocation in Maple Valley. The rating was given on a scale 0 to 10, 0 = "not at all interested", 10 = "extremely interested". Businesses reported a low average rating of 2.45 out of 10 in regards to their interest. 65.6% of businesses reported a low interest rating of 0-2 in this scenario. In sum, the scenario was not enough to convince businesses to expand or relocate.

Interest in Moving to Maple Valley Scenario		
Mean	Standard Deviation	Kurtosis
2.45	3.284	-0.379

## Multivariate

Eta= .487 & Cramer's V=.003. The likelihood to relocate into Maple Valley is a function of how many of the company's employees work in Maple Valley. Those who have been at their business for a shorter period of time have a higher likelihood to relocate. Those who have been at their businesses longer reported a low likelihood to relocate.

When asked the likelihood of their company's expansion to or within Maple Valley in the next three years, the average rating was a 1.66 out of a scale of 0 to 10 with 0 = not at all likely and 10 = extremely likely. Looking into the rating, 13.1% of the respondents rated from 6-10 (likely to extremely likely) while only 8.2% rated a high likeliness (8-10).

Interest in Moving to Maple Valley in the next 3 Years		
Mean	Standard Deviation	Kurtosis
1.66	3.068	1.834

## Square Footage of Property

Businesses were asked to rate their likelihood of increasing their property's square footage within Maple Valley on a scale of 0 to 10 with 0 = not at all likely and 10 = extremely likely. 16% of the respondents rated a 6-10 likelihood and 14.7% reported an 8-10 likelihood. The mean rating was 2.35 out of a total 10, a relatively low interest rating.

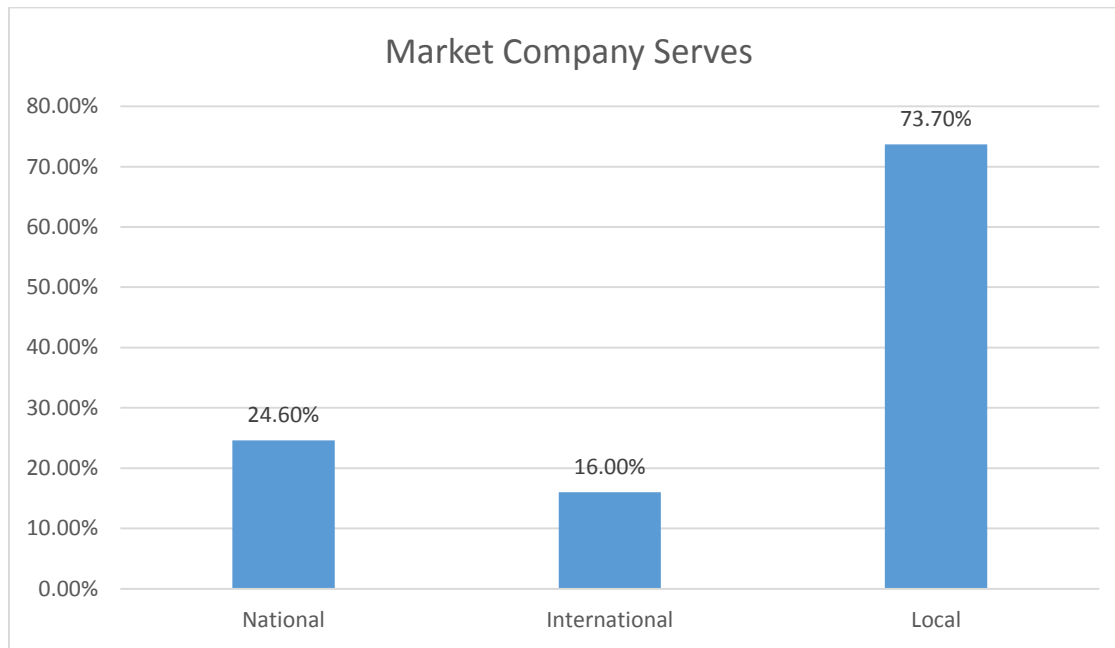


# Business Expansion

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## Market Served

Businesses were asked whether their company serves a national, international or local market. Out of the businesses, 24.6% reported they served a national market, 16% served an international market and 73.7% served a local market.



# Appendix

## Economic Leakage

Total estimated retail sales revenue in 2014 in the City of Maple Valley was \$161,722,609, with sales distributed among groceries, electronic appliances, apparel, and other retail products. The major beneficiaries were building material and suppliers (\$12,018,149), general merchandise stores (\$21,541,268), and foodservice and drinking places (\$37,132,832).

Maple Valley Retail 2015		
	2015	2008
Furniture & Home furnishing	\$139,979	\$587,855
Furniture Stores	\$0	\$0
Home Furnishing	\$139,979	\$587,855
Electronic Appliances	\$663,650	\$3,125,683
Appliance, TV, Electronic Stores	\$517,315	\$1,926,821
Household appliance	\$0	\$0
Radio, TV, Electronics	\$517,315	\$1,926,821
Camera, Photo Equipment Stores	\$0	\$0
Building Material, Garden Equip Stores	\$12,018,149	\$32,304,060
Building Material and Supply Dealers	\$11,533,452	\$31,154,254
Home Centers	\$0	\$12,759,541
Paint and Wallpaper Stores	\$1,148,490	\$1,725,709
Hardware Stores	\$7,380,373	\$6,989,196
Other Building Materials Dealers	\$3,004,589	\$9,679,808
Lawn, Garden Equipment, Supply Stores	\$484,697	\$1,149,806
Nursery and Garden Centers	\$457,215	\$1,149,806
Food & Beverage stores	\$10,357,060	\$61,395,380
Grocery stores	\$10,061,940	\$59,288,305
Supermarket, Grocery (ex. Conv.) stores	\$10,058,560	\$57,143,398
Convenience Stores	\$3,380	\$2,144,907
Specialty Food Stores	\$295,120	\$393,602
Beer, Wine and Liquor Stores	\$0	\$1,713,473
Health and Personal Care Stores	\$4,442,061	\$5,435,360
Pharmacies & Drug Stores	\$3,909,744	\$4,191,572
Cosmetics, Beauty supply, Perfume Stores	\$103,260	\$211,701
Optical good stores	\$0	\$63,715
Other Health and Personal Care Stores	\$429,057	\$968,372
Clothing & Clothing Accessories Stores	\$640,995	\$1,125,816
Clothing stores	\$501,682	\$1,125,816
Women's Clothing Stores	\$242,231	\$820,605

Children, Infants Clothing Stores	\$0	\$305,211
Shoes stores	\$0	\$3,306,593
Jewelry stores	\$139,313	\$0
Luggage & leather stores	\$0	\$0
Sporting Goods, Hobby, Book, Music Stores	\$360,961	\$5,515,007
General Merchandise Stores	\$21,541,268	\$3,053,396
Other General Merchandise Stores	\$4,641,342	\$3,053,396
Miscellaneous Store Retailers	\$2,008,125	\$4,975,323
Florist	\$37,506	\$790,871
Office supplies, stationary gift stores	\$250,268	\$465,083
Used Merchandise Stores	\$864,518	\$2,158,483
Other Miscellaneous Store Retailers	\$855,833	\$1,560,886
Foodservice and Drinking Places	\$37,132,832	\$21,251,409
GAFO	\$23,597,121	\$13,872,840
General Merchandise Stores	\$21,541,268	\$3,053,396
Clothing and Clothing Accessories Stores	\$640,995	\$1,125,816
Furniture and Home Furnishings Stores	\$139,979	\$587,855
Electronic Appliances Stores	\$663,650	\$3,125,683
Sporting Goods, Hobby, Book, Music Stores	\$360,961	\$5,515,007
Office Supplies, Stationary, Gift Stores	\$250,268	\$465,083

## Appendix

Maple Valley Line of Items Sold in 2015	Supply (Retail Sales)	Demand (Consumer Expenditures)	2015 Leakage	2008 Leakage
Furniture and Home Furnishings Stores-	\$139,979	\$10,248,125	(\$10,108,146)	(\$13,872,466)
Electronics and Appliance Stores	\$663,650	\$9,372,948	(\$8,709,298)	(\$9,362,064)
Building Material, Garden Equip Stores	\$12,018,149	\$53,160,639	(\$41,142,490)	(\$29,065,653)
Food and Beverage Stores	\$10,357,060	\$59,512,151	(\$49,155,091)	<b>\$8,908,891</b>
Health and Personal Care Stores	\$4,442,061	\$22,799,007	(\$18,356,946)	(\$13,238,194)
Clothing and Clothing Accessories Stores	\$640,995	\$24,186,570	(\$23,545,575)	(\$23,221,689)
Sporting Goods, Hobby, Book, Music Stores	\$360,961	\$9,543,785	(\$9,182,824)	(\$5,052,043)
General Merchandise Stores	\$21,541,268	\$56,314,174	(\$34,772,906)	(\$54,868,334)
Miscellaneous Store Retailers	\$2,008,125	\$12,803,747	(\$10,795,662)	(\$8,592,455)
Non-Store Retailers	\$48,820,408	\$41,149,376	<b>\$7,671,032</b>	(\$29,480,507)
Foodservice and Drinking Places	\$37,132,832	\$52,884,623	(\$15,751,791)	(\$22,847,098)
GAFO*	\$23,597,121	\$116,084,291	(\$92,487,170)	(\$111,458,187 )
<b>Total Retail Sales(No Auto &amp; Gasoline)</b>	<b>\$161,722,609</b>	<b>\$468,059,436</b>	<b>(\$306,336,867)</b>	<b>(\$312,149,799 )</b>

Source: Claritas

The total estimated demand for retail goods in Maple Valley in 2014 was \$468,059,436 whereas total retail sales in Maple Valley were \$161,722,609. The disparity suggests a considerable “leakage” of revenue to surrounding communities. Compared to 2008, the total economic leakage has reduced by approximately \$6 Million. In addition to the overall decrease in economic leakage, leakage also decreased in the categories of furniture and home furnishing stores, electronics, general merchandise stores, non-store retailers, foodservice and drinking places, and GAFO. The decrease in overall economic leakage to surrounding communities suggests that Maple Valley is making progress toward meeting overall demand in certain industries which will increase the amount of tax revenue generated for the city.

## Appendix

Maple Valley Line of Items Sold in 2008	Supply (Retail Sales)	Demand (Consumer Expenditures)	2008 Leakage
Furniture and Home Furnishings Stores-	\$587,855	\$14,460,321	(\$13,872,466)
Electronics and Appliance Stores	\$3,125,683	\$12,487,747	(\$9,362,064)
Building Material, Garden Equip Stores	\$32,304,060	\$61,369,713	(\$29,065,653)
Food and Beverage Stores	\$61,395,380	\$52,486,489	\$8,908,891
Health and Personal Care Stores	\$5,435,360	\$18,673,554	(\$13,238,194)
Clothing and Clothing Accessories Stores	\$1,125,816	\$24,347,505	(\$23,221,689)
Sporting Goods, Hobby, Book, Music Stores	\$5,515,007	\$10,567,050	(\$5,052,043)
General Merchandise Stores	\$3,053,396	\$57,921,730	(\$54,868,334)
Miscellaneous Store Retailers	\$4,975,323	\$13,567,778	(\$8,592,455)
Non-Store Retailers	\$0	\$29,480,507	(\$29,480,507)
Foodservice and Drinking Places	\$21,251,409	\$44,098,507	(\$22,847,098)
GAFO*	\$13,872,840	\$125,331,027	(\$111,458,187)
<b>Total Retail Sales(No Auto &amp; Gasoline)</b>	<b>\$152,642,129</b>	<b>\$464,791,928</b>	<b>(\$312,149,799)</b>

# Conclusions

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1. Businesses within the City of Maple Valley had a statistically significant lower number of years at their current location increasing from 7.3-10.2 years
2. City service satisfaction remained the same for the parks and recreation department compared to 3 years earlier. The police and public works departments slightly declined in satisfaction while city staff and council remained unchanged
3. Community events continued to score very high in both 2015 and 2012 sampling periods
4. An estimated 87.8% did not participate in any community events in the past 2 years. This demonstrates the need for emphasis on community. For a growing city, these findings are similar to other findings found in past research
5. There was strong support of the \$10 million expansion of Summit Park and Ballfields. The debt issue in capital expenditures for the \$15 million to \$20 million project has a high probability of approval if there is a strong educational community outreach
6. Public transportation to and from the City of Maple Valley reflect low satisfaction with scores of 1.2 out of a total 10
7. The evaluation of roads and maintenance is explained by a young and growing city
8. The priorities for local tax dollar allocations is #1 for police, #2 for roads and maintenance followed by #3 for parks facilities and recreation programs
9. The quality of life ratings significantly increased from 8.14 to 8.29 out of a total 10
10. Significant improvements for the importance of attracting business and economic growth increased from 6.4 to 6.9 over a three year period
11. Support for zoning for green manufacturing remained the same over the 3 year period. at the same time, the support for development of commercial and business properties increased from 6.1 to 6.6
12. Not surprisingly, no statistically significant change in commute time, but willingness to work in Maple Valley had a slight decline
13. Businesses within Maple Valley are generally small
14. Cost of property ownership for leasing and utilities had similar scores to those businesses outside and within the city
15. There was significant differences in access to recruit and retain employees, which had higher satisfaction for businesses outside of Maple Valley than those located within the city
16. Parking scores lower in Maple Valley as a result of commercial developments near the Fred Meyer store
17. The business friendliness of the local government was similar between those within and outside the City of Maple Valley
18. The demand for relocating to Maple Valley in the next three years must be created, the advantages need to be told about businesses operating in the City of Maple Valley
19. The greatest opportunity for capturing additional leakage will be building maintenance, gardening equipment, food & beverage, and general merchandise with \$3.6 million of leakage in generally every retail category

## City of Maple Valley Citizen Satisfaction Questionnaire 2015

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Hello, this is \_\_\_\_\_, a research assistant from Hebert Research in Bellevue. I would like your advice on local government services in the City of Maple Valley. If you have any questions or concern about the research, you may contact Jim Hebert at [jhebert@hebertresearch.com](mailto:jhebert@hebertresearch.com) or 425-301-7447. Do you have a few moments at this time?

1. How many years have you lived in the City of Maple Valley? **[RECORD #] [IF 0 THANK AND TERMINATE]**
2. Of the City services you have used only in the past 2 years, how satisfied are you with the level of service you received? On a scale 0 to 10, 0 = "not at all satisfied", 10 = "extremely satisfied". **[RECORD RATING # FOR EACH, 11 IF DID NOT ATTEND IN THE PAST 2 YEARS]**
  - a. Parks and Recreation Department
  - b. Police Department
  - c. Public Works Department (e.g.: water, sewer)
  - d. Planning and Community Development
  - e. City Manager's Office (City Manager, City Attorney, City Clerk)
  - f. City Council
  - g. Community Events (e.g.: Maple Valley Days, Farmers Market, Music in the Park)
3. Which community events and/or activities have you participated in within the last two years? **[PROBE; SELECT ALL THAT APPLY]**
  - ☐ Music in the Park
  - ☐ Fourth of July Picnic and Fireworks
  - ☐ Kids' Festival
  - ☐ Family Movie Night
  - ☐ Holiday Lights Celebration
  - ☐ Adult sports leagues
  - ☐ Pee Wee Soccer
  - ☐ T-ball/Youth Baseball
  - ☐ I don't know/did not attend in the past 2 years
  - ☐ Other **[VERBATIM]**
4. How would you rate your overall experience at the events, activities, and programs you have attended? On a scale from 0 to 10, 0 = "very poor" and 10 = "excellent". **[RECORD RATING #, 11 IF DID NOT ATTEND IN THE PAST 2 YEARS]**

5. One of the major issues in City of Maple Valley is the improvement and expansion of their city parks. On a scale from 0 to 10 (0=not at all likely, 10=extremely likely), how likely would you be willing to support **[RANDOMIZE A, B, C, where each respondent will only encounter one of them]**

- a. The improvement and expansion of the Summit Park and Ballfields that include baseball, tennis, picnic, basketball, fitness trail, play area, and additional parking, with a debt issued at \$10 million (capital expenditure). This would cost owners of a \$385,000 Maple Valley home (tax assessed home value) an average of \$7.61 per month. **[RECORD RATING #]**
- b. The improvement and expansion of the Summit Park and Ballfields including baseball, tennis, picnic, basketball, fitness trail, play area, and additional parking, and the improvements of Lake Wilderness Park, with a debt issued at \$15 million (capital expenditure). This would cost owners of a \$385,000 Maple Valley home (tax assessed home value) an average of \$11.42 per month. **[RECORD RATING #]**
- c. The improvement and expansion of the Summit Park and Ballfields including baseball, tennis, picnic, basketball, fitness trail, play area, and additional parking, the improvements of Lake Wilderness Park and the Lake Wilderness Golf Course, and the expansion of Dog Park & Community Garden, with a debt issued at \$20 million (capital expenditure). This would cost owners of a \$385,000 Maple Valley home (tax assessed home value) an average of \$15.22 per month. **[RECORD RATING #]**

**(PROMPT, THE SUMMIT PARK AND BALLFIELDS MASTER PLAN IS A PLAN TO DEVELOP A 23-ACRE SITE, LOCATED AT THE NORTHWEST CORNER OF SE 276<sup>TH</sup> STREET AND STATE ROUTE 169, WHICH WOULD BE USED AS A COMMUNITY RECREATION PARK)**

6. How satisfied are you with the following city attributes? On a scale 0 to 10, 0 = "not at all satisfied", 10 = "extremely satisfied". **[RECORD RATING # FOR EACH, 11 IF DID NOT USE IN THE PAST 2 YEARS, USE THE MAPLE VALLEY MAP IF NEEDED]**

- a. Access to public transportation (King County Metro)
- b. Condition of streets and sidewalks (only the city streets within Maple Valley)
- c. Street lighting

7. Please rate the followings based on their importance to you in terms of city tax dollars allocation. On a scale 0 to 10, 0 = "not at all important" and 10 = "extremely important". **[RECORD RATING # FOR EACH, 11 IF REFUSED TO ANSWER/DON'T KNOW]**

- a. Road and Maintenance
- b. Police
- c. Park Facilities and Recreation Programs/Cultural Arts
- d. Economic Development
- e. City Sponsored Events
- f. Social Services



8. How would you rate the quality of life in the City of Maple Valley? On a scale from 0 to 10, 0 = “a very low quality of life” and 10 = “a very high quality of life”. **[RECORD RATING #, 11 IF REFUSED TO ANSWER/DON'T KNOW]**
- a. Why did you give that rating? **[VERBATIM]**

## **COMMUNITY GROWTH**

9. How important is it to you that the City of Maple Valley attracts more business and economic growth so that residents have more opportunity to live and work in the city? On a scale from 0 to 10, 0 = “not all important” and 10 = “extremely important”. **[RECORD RATING #, 999 IF DON'T KNOW/REFUSED TO ANSWER]]**
10. What types of economic developments would you like to see attracted, located, and developed in the City of Maple Valley? **[SELECT ALL THAT APPLY]**
- a. Energy efficient technologies **(PROBE IF NEEDED: Green, solar, wind, etc.)**  
**[VERBATIM]**
- b. High-tech companies **(PROBE IF NEEDED: Microsoft, Google, Expedia, etc.)**  
**[VERBATIM]**
- c. Advanced Manufacturing **(PROBE IF NEEDED: medical equipment, robotics, computer components)** **[VERBATIM]**
- d. Other **[VERBATIM]**
11. What types of jobs and/or industries would you like to see brought to the City? **[PROBE, SELECT ALL THAT APPLY]**
- Real Estate
  - Medical
  - Technology
  - Hospitality
  - Retail
  - Professional Services
  - Commercial Builders
  - Advanced Manufacturing
  - Other **[VERBATIM]**
  - Refused/DK
12. What is your level of support for the development of zoning and locations for green manufacturing in Maple Valley? On a scale from 0 to 10, 0 = “do not support at all” and 10 = “extremely support”. **[RECORD RATING #, 11 IF DON'T KNOW/REFUSED TO ANSWER]]**
13. How important is it to you that the City develops commercial/business properties, which will provide well-paying and sustainable jobs, in order to improve the local economy?

On a scale from 0 to 10, 0 = “not at all important” and 10 = “extremely important”.

**[RECORD RATING #, 11 IF DON'T KNOW/REFUSED TO ANSWER]**

14. How interested are you in having a program through the Tahoma School District for preparing students in high-tech and advanced manufacturing occupations without the need for a four-year degree? On a scale from 0 to 10, 0 = “not at all interested” and 10 = “extremely interested”. **[RECORD RATING #, 11 IF DON'T KNOW/REFUSED TO ANSWER]**

15. How would you describe your current working status? **[PROBE ONLY IF NEEDED; SELECT ONE]**

- ☐ I work 40+ hours per week **(go to Q16)**
- ☐ I work less than 40 hours per week **(go to Q16)**
- ☐ I do not currently work **(SKIP TO Q21)**
- ☐ I am retired **(SKIP TO Q22)**
- ☐ I don't know/refused to answer **(SKIP TO Q22)**

16. Do you currently work in the City of Maple Valley?

- ☐ Yes **(skip to Q18)**
- ☐ No. Please specify location. **[VERBATIM] (go to Q17)**
- ☐ I don't know/refused to answer **(go to Q17)**

17. In what industry do you currently work? **[PROBE ONLY IF NEEDED, SELECT ALL THAT APPLY]**

- ☐ Real Estate
- ☐ Medical
- ☐ Technology
- ☐ Hospitality
- ☐ Retail
- ☐ Professional Services
- ☐ Commercial Builders
- ☐ Other **[SPECIFY]**

18. Which company do you currently work for? **[PROBE ONLY IF NEEDED, SELECT ALL THAT APPLY]**

- ☐ Boeing
- ☐ Amazon
- ☐ Microsoft
- ☐ Expedia
- ☐ PACCAR
- ☐ Russell Investments
- ☐ Other **[SPECIFY]**
- ☐ Refused

19. What is your position at that company? **[VERBATIM, 999 IF DON'T KNOW/REFUSED TO ANSWER]**

20. How long is your commute round trip from your home to work? **[RECORD # IN MILES, 999 IF DON'T KNOW/REFUSED TO ANSWER]**

21. Would you be willing to work in Maple Valley if more jobs in your industry were available? **[SELECT ONE]**

- a. Yes
- b. No
- c. I don't Know/refused to answer

22. How does the current fuel price impact you? **[DON'T READ, PROBE IF NEEDED, SELECT ALL THAT APPLY]**

- ☐ Shop closer to the city
- ☐ Use the local parks system
- ☐ Use public transportation
- ☐ Look for possible employment within the city
- ☐ Others **[VERBATIM]**

23. What is your level of support for an ordinance prohibiting private fireworks at the City of Maple Valley, including during 4<sup>th</sup> of July? On a scale 0 to 10, 0 = "not at all support", 10 = "extremely support". **[RECORD RATING #, 11 IF DON'T KNOW/REFUSED TO ANSWER]**

#### **DEMOGRAPHICS**

24. What type of housing do you live in? **[READ; SELECT ONE]**

- ☐ Multifamily Housing (condo, apartment, townhouse)
- ☐ Single Family Housing
- ☐ I don't know/refused to answer

25. Do you own or rent your home? **[SELECT ONE]**

- ☐ Own
- ☐ Rent
- ☐ I Don't Know/refused to answer

26. In what year were you born? **[RECORD YEAR, 9999 IF DON'T KNOW/REFUSED TO ANSWER]**

27. What is your ethnicity? **[SELECT ONE]**

- ☐ White (Caucasian)
- ☐ Black (African American)
- ☐ American Indian or Alaskan Native
- ☐ Asian

- Hispanic/Latino
- I don't Know/ Refused
- Other **[VERBATIM]**

28. What is your Zip Code? **[RECORD #, 9999 IF DON'T KNOW/REFUSED TO ANSWER]**

29. Gender **[MALE/FEMALE]**

30. Do you want to be included in our panel for future research? **[YES/NO]**

## City of Maple Valley Business Survey

Hello, this is \_\_\_\_\_, a research assistant from Hebert Research in Bellevue. We are conducting research among the business community, I would like your advice on local government services in the City of Maple Valley. If you have any concerns, you may contact Jim Hebert by phone at (425) 301-7447, or by email at [jhebert@hebertresearch.com](mailto:jhebert@hebertresearch.com), and he will gladly discuss any of your concerns. May I speak to the decision maker of the company/organization?

1. What city / area of King County is your company located at?

- a) Maple Valley
- b) Others [VERBATIM]**
- c) I don't know/refused to answer

2. How many years have you been at your company's current location? **[RECORD # YEARS, ENTER 99 IF DON'T KNOW/REFUSED TO ANSWER]**

3. **(if Q1= Maple Valley)** How many years has your company been in Maple Valley? **[RECORD YEARS, ENTER 999 IF DON'T KNOW/REFUSED TO ANSWER]**

4. **(If Q1 = Maple Valley)** Why did your business move to Maple Valley area? **[VERBATIM, ENTER 999 IF DON'T KNOW/REFUSED TO ANSWER]**

5. What percentage of your employees do you estimate live and work in Maple Valley? **[RECORD (%) PERCENTAGE OF EMPLOYEES FOR EACH, ENTER 999 IF DON'T KNOW/REFUSED TO ANSWER]**

- a) Live only \_\_\_\_\_
- b) Work only \_\_\_\_\_
- c) Both live and work \_\_\_\_\_

6. How many Full Time Employees (FTE) are currently employed in your business? **[RECORD # FTE, ENTER 999999 IF DON'T KNOW/REFUSED TO ANSWER]**

7. Who is involved in the decisions of your company's current location as well as future ones? **[SELECT ALL THAT APPLY]**

- ☐ Owner
- ☐ Partner of the company
- ☐ CEO
- ☐ COO
- ☐ CFO
- ☐ Real Estate Director

- Other **[VERBATIM]**

8. Does your current company lease or own its facility?

- a) Lease
- b) Own
- c) I don't know/refused to answer

9. (If Q8= Lease) What is the term/length of your lease? **[VERBATIM]**

10. (If Q8= Own) What is the term of the remaining financing/how much longer do you have to pay off for your property? **[VERBATIM]**

12. State your level of satisfaction of your company's current location in the following attributes? On a scale 0 to 10, 0 ="not at all satisfied", 10 ="extremely satisfied".

**[RECORD RATING # FOR EACH, ENTER 11 IF DON'T KNOW/REFUSED TO ANSWER]**

- a.) Annual cost leasing/owning property, w/ taxes, insurance, utilities \_\_\_\_
- b.) Accessibility to your clients and/or customers \_\_\_\_
- c.) Accessibility to recruit employees and retain them \_\_\_\_
- d.) Cost and availability of parking \_\_\_\_
- e.) Business friendliness of the local government \_\_\_\_

13. Approximately, how many square feet of the current company property at your location is being used? **[RECORD # SQUARE FEET USED, ENTER 99999 IF DON'T KNOW/REFUSED TO ANSWER] +-**

14. If Maple Valley has approximately 100 acres of land available adjacent to the regional High School educational center with a direct access to Highway 18, and is not in the flood lane, how interested are you be to consider this location for business expansion/relocation in Maple Valley? On a scale 0 to 10, 0 ="not at all interested", 10 ="extremely interested". **[RECORD RATING #, ENTER 11 IF DON'T KNOW/REFUSED TO ANSWER]**

a. Why did you give that rating?

#### **BUSINESS EXPANSION/RELOCATION**

15. How many years has your company been in business? **[RECORD # YEARS, ENTER 999 IF DON'T KNOW/REFUSED TO ANSWER]**

16. Within the next 3 years, how likely would your company be expanding its business operations to or within the City of Maple Valley? On a scale 0 to 10, 0 = "not at all likely" and 10 ="extremely likely". **[RECORD RATING #, ENTER 11 IF REFUSED TO ANSWER/ DON'T KNOW]**

a. Why did you give that rating?

16b. How likely will you increase your property square footage within Maple Valley? On a scale 0 to 10, 0 = "not at all likely" and 10 = "extremely likely". **[RECORD RATING #, ENTER 11 IF REFUSED TO ANSWER/ DON'T KNOW]**

17. What criteria do you have for future locations? (e.g.:price, warehouse space, location, convenience to clients/suppliers/customers? **[VERBATIM]**

18. **(If Q8 = Lease)** If you were to expand your business, what is your company's annual budget, for property lease rate? **[RECORD DOLLAR PER SQUARE FEET, ENTER 99999 IF DON'T KNOW/REFUSED TO ANSWER]**

18a. **(If Q8 = Own)** What is the expected market rate you are willing to spend, in order to expand your company's property, per square foot in dollars? **[RECORD DOLLARS PER SQUARE FEET, ENTER 99999 IF DON'T KNOW/REFUSED TO ANSWER]**

19. If you were to expand, what is the estimated square footage of your expansion, or relocation? **[RECORD # IN SQ FEET, ENTER 99999 IF DON'T KNOW/REFUSED TO ANSWER]**

20. What are the most important attributes for you in considering expanding/relocating your business in Maple Valley? **[VERBATIM]**

21. What industry best describe your business? **[VERBATIM]**

22. What market does your company serve? **[SELECT ALL THAT APPLY]**

- a) National market
- b) International market
- c) Local

23. What is your Zip Code? **[RECORD # ZIP CODE, ENTER 99999 IF DON'T KNOW/REFUSED TO ANSWER]**

24. Can we include you in future research? **(YES/NO)**

25. GENDER **(MALE/FEMALE)**